**RISING PHENOMENON CROIXX RELEASES NEW SINGLE “HIGHER”**

**LISTEN** [**HERE**](http://croixx.lnk.to/Higher)

**ANNOUNCES SIGNING TO ELEKTRA**

**MORE NEW MUSIC COMING SOON**

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**DOWNLOAD HI-RES PHOTOS** [**HERE**](https://warnermusicgroup.box.com/s/u0sqhf9ter5ls73n7pttmgiizpkv1rqq)

**May 31, 2024 -** Continuing a rapid rise as an alternative phenomenon, buzzing 18-year-old Nevada-born and California-based artist, vocalist, songwriter, producer, and multi-instrumentalist **Croixx** has unveiled his new single entitled **“Higher”**. The song is now available on all streaming platforms[**HERE**](http://croixx.lnk.to/Higher). “Higher” serves as his major label debut for **Elektra** and sets the stage for the arrival of more new music coming soon.

**“Higher”** hinges on a shimmering piano loop, off-kilter tambourine, and a heart-thumping beat. The percussive soundscape overflows with energy as **Croixx** flexes his dynamic range, stretching from upbeat verses into an undeniable refrain. The central chant instantly resounds as he wonders, *“Could you get me higher?”*

About the song, **Croixx** commented, “*It speaks to a person in your past. It could be somebody you used to date or love, and you’re reminiscing about what happened. You’re asking, ‘Where did we go wrong?’ On the chorus, you’re wondering, ‘Can we try again—maybe?’*”

Despite “*life in the desert being like a loop*” in his hometown of Henderson, NV and experiencing intense loneliness at school, Croixx found a sense of solace and acceptance in songs by Machine Gun Kelly, Post Malone, Dominic Fike, Sueco, and The Kid LAROI. At 14-years-old, instinct pushed him to spit over a YouTube beat, and he dove into writing, recording, and playing guitar. Rather than jot lyrics down on paper, he freestyled his words straight from the heart over his own D.I.Y. production. Eventually, he relocated to Riverside in Southern California. Maintaining a steady flow of uploads, excitement snowballed and paved the way for “[**Losing Me**](https://www.youtube.com/watch?v=rwruPy-qXq8)” to catch fire in 2023. It lit up TikTok, inspiring David Kushner to comment as Croixx received hundreds of thousands of views. He kicked off 2024 with **“**[**In Your Arms**](https://www.youtube.com/watch?v=CrmdFtLT8L0)**''** and reached critical mass with **“**[**Can You Love Me?**](https://www.youtube.com/watch?v=cckW3ZQjGh4)**”** the latter of which garnered more than 2 million streams.

Stay tuned for more from Croixx soon.

**CROIXX - “HIGHER”**

[**AVAILABLE NOW**](http://croixx.lnk.to/Higher)

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**“HIGHER” SINGLE ART**

**DOWNLOAD HI-RES ARTWORK** [**HERE**](https://warnermusicgroup.box.com/s/u0sqhf9ter5ls73n7pttmgiizpkv1rqq)

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